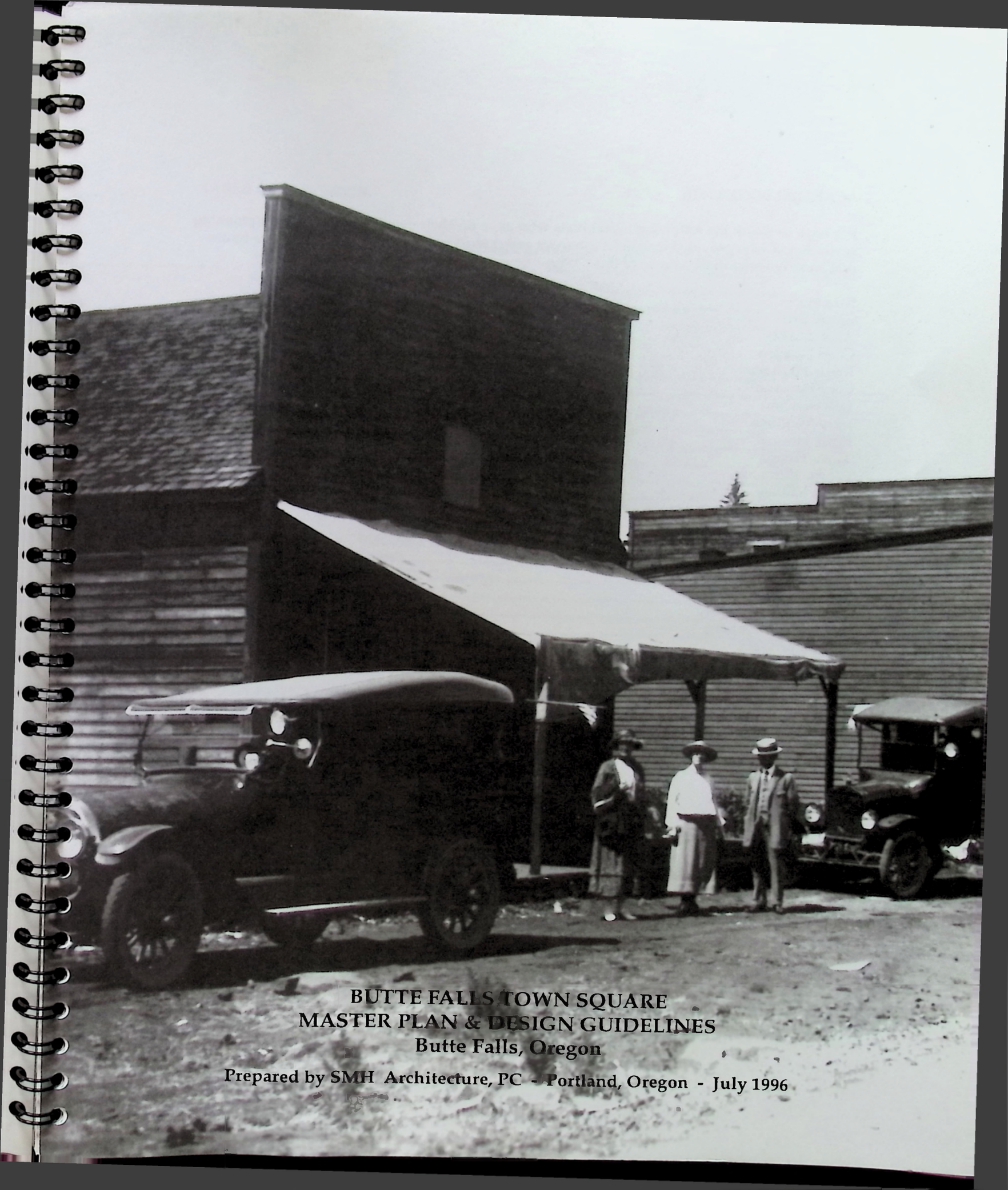
BUTTE FALLS TOWN SQUARE
MASTER PLAN & DESIGN GUIDELINES
Butte Falls, Oregon



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Prepared by SMH Architecture, PC - Portland, Oregon - July 1996

ACKNOWLEDGMENTS

We wish to thank the following individuals who gave up their evenings to attend the planning sessions and who provided insightful comment and discussion of the myriad of planning issues that were covered in the course of this study:

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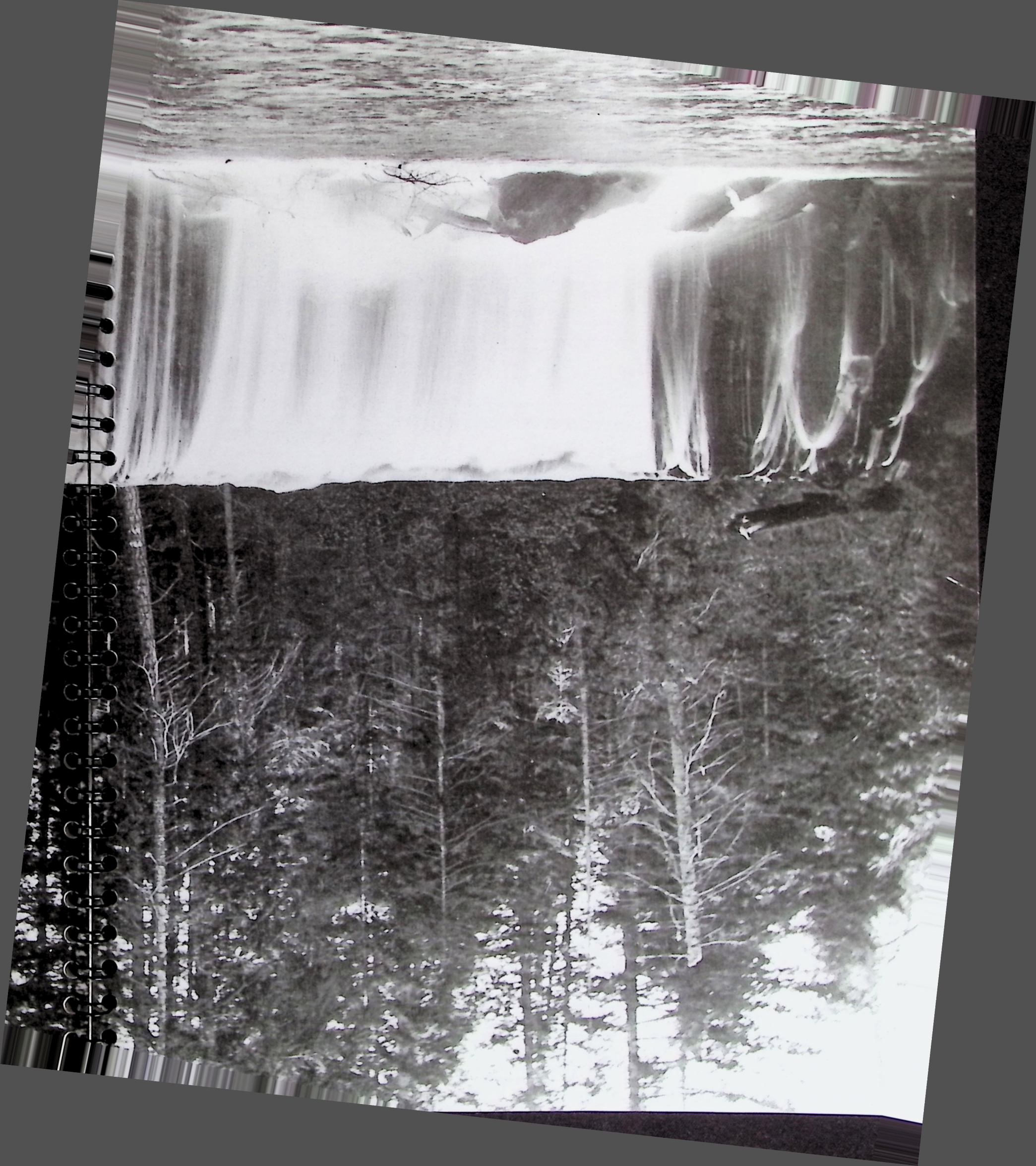

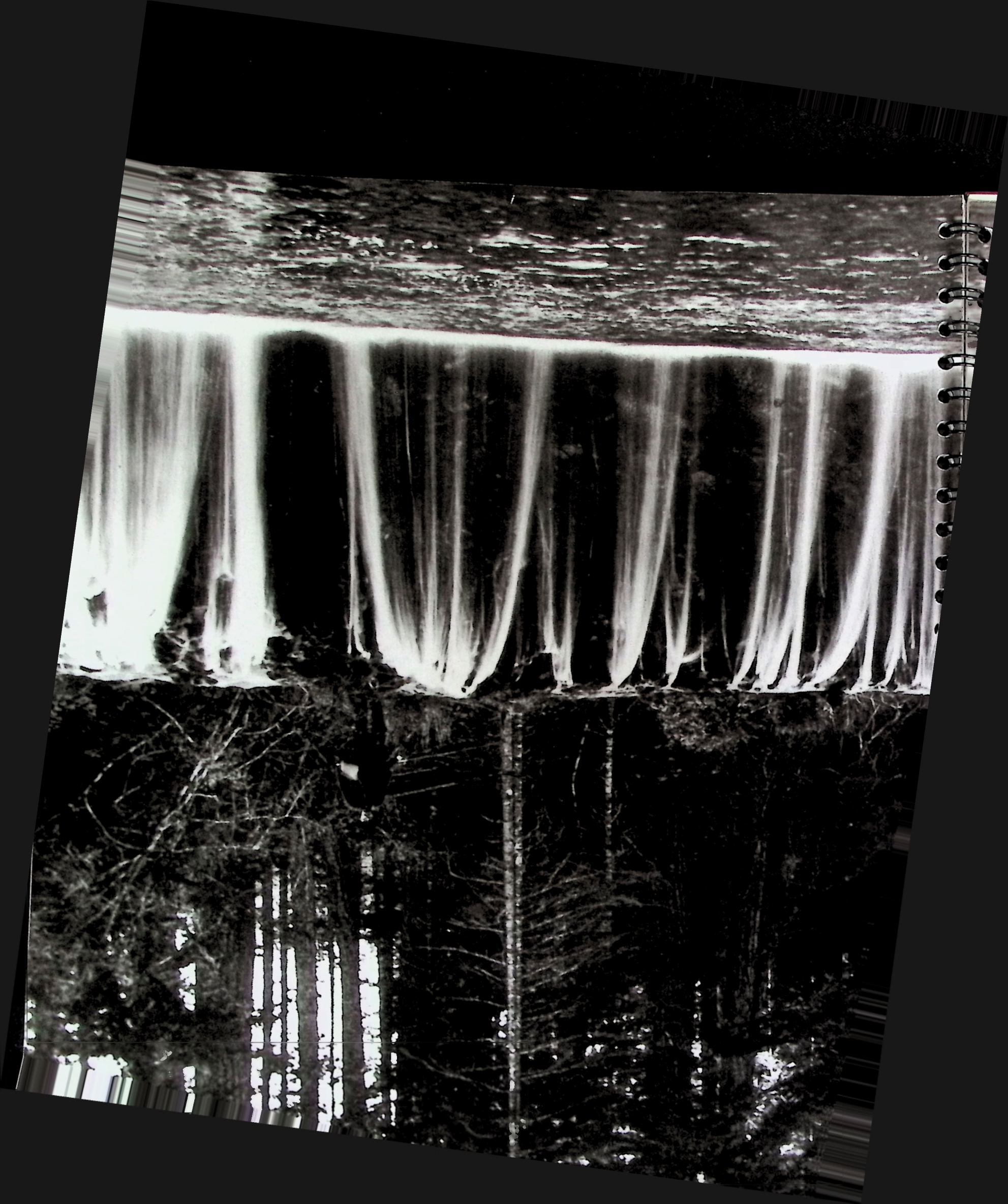

I. INTRODUCTION

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A. PURPOSE OF THE MASTER PLAN

The general purpose of the Town Square Master Plan is to provide a planning framework for physical improvements to the downtown business district and to stimulate economic revitalization of the community. The need for a master plan was identified by the Butte Falls Economic Development Commission and the Town of Butte Falls.

The master plan study was intended to create an overall design plan for the town square of Butte Falls, to develop design guidelines to guide future design and planning improvements, and to organize a downtown association of stakeholders to monitor implementation of the master plan. The master plan is intended to establish an overall design theme for the town square and suggest strategies for achieving the theme. The design theme is intended to provide long-range unity of the downtown district while eliminating incompatible uses and undesirable visual elements.

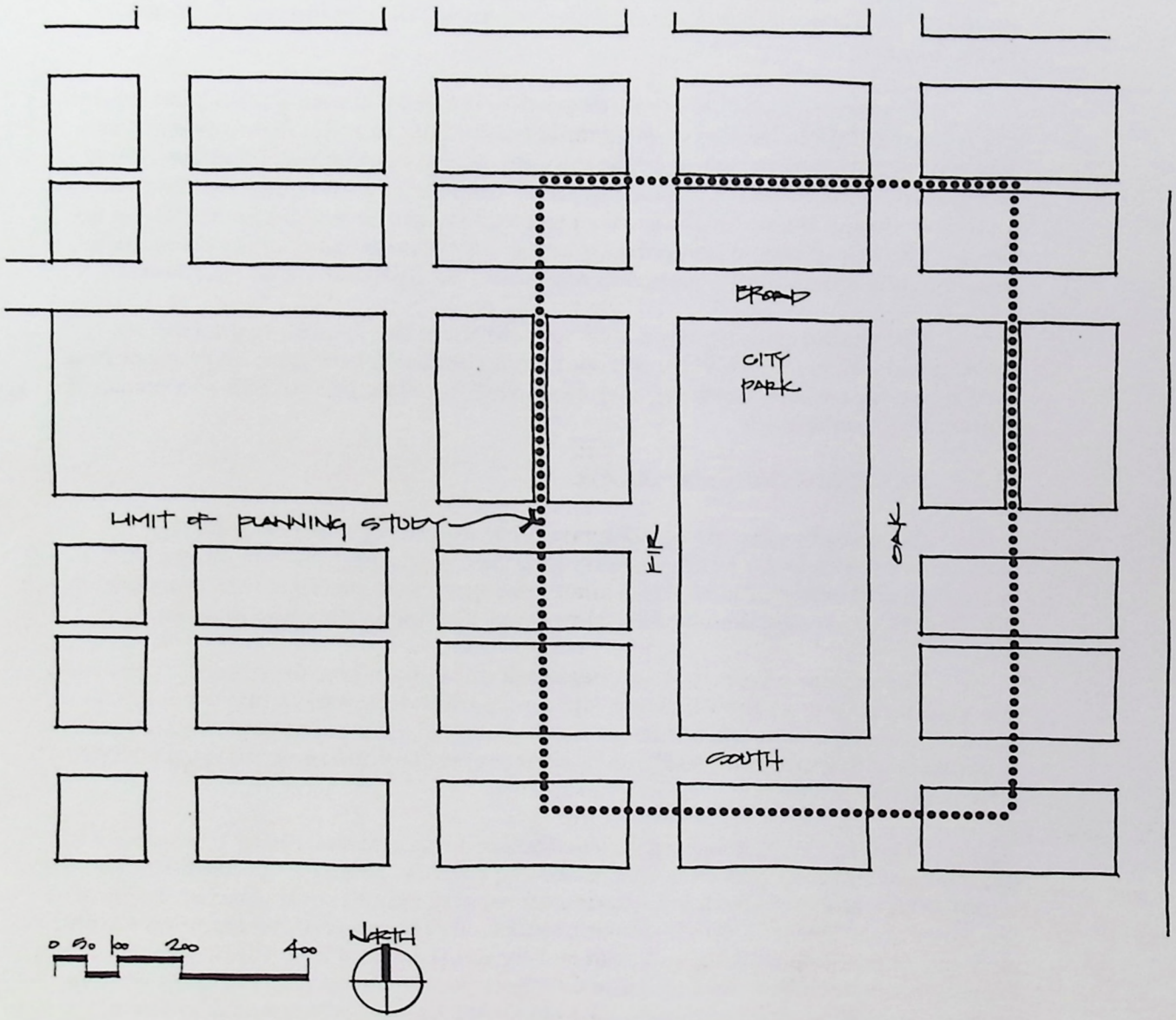
The master plan is intended to support the Butte Falls Strategic Plan by mobilizing local business owners and community leaders for the purpose of supporting existing businesses and attracting new businesses, families, and tourists as a means of economic revitalization.

B. PLANNING METHODOLOGY

General planning methodology encompassed background research and orientation, site inventory and analysis, design programming, site planning and design. A steering committee of local stakeholders and interested constituents was created by the client to work with the planning consultants at evening planning sessions.

The planning work was accomplished through on-site observation, interviews, site analysis drawings and diagrams, site concept and design guideline drawings, and numerous evening committee work sessions. An initial open-house planning session was conducted with Butte Falls residents to elicit preliminary thoughts, needs, and long-range desires.

The specific planning workscope included five phases. Phase I, Research and Orientation, involved collecting and reviewing relevant project data, conducting a visual survey of the town square and downtown district, and confirming the limits of the study area. Phase II, Site Inventory, represented photographing the town square area and identifying existing and potential design themes. Phase III, Design Programming, included developing planning goals, objectives, and priorities with the steering committee, and developing an acceptable planning improvement program. Phase IV, Site Planning and Design, required developing base drawings, creating town square design options and design guidelines that addressed a multitude of planning considerations, reviewing design alternatives and guidelines with the committee, developing final town square design concepts and guidelines for committee review. Phase V, Master Plan, involved preparing the draft master plan for committee review and revising the draft for publication of the final master plan document.



MASTER PLAN STUDY AREA

BUTTE FALLS TOWN SQUARE

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JULY 1996

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C. MASTER PLAN GOALS

Master plan goals were created with the steering committee to guide discussions during the planning process and to provide a future reference for public and private improvement projects.

1. To promote the economic revitalization of Butte Falls.

2. To improve the visual character of Butte Falls Town Square and surrounding uses.

3. To improve the functional characteristics of Butte Falls Town Square and surrounding uses.

4. To strengthen the town square as the focal point of Butte Falls.

5. To promote a sense of community pride and ownership of the town square district among the Butte Falls residents.

D. TOWN LOCATION

Butte Falls is a small logging community of approximately 450 residents located within northeastern Jackson County, Oregon. The town was platted in 1906 on the upper reaches of Big Butte Creek approximately 30 miles from Medford, the seat of Jackson County and the regional economic center.

Butte Falls is strategically situated between Medford and Crater Lake National Park, Oregon's only national park. Each year several hundred thousand tourists travel Hwy 62 between Medford and Crater Lake. In an effort to diversify its economy with cultural heritage and nature-based tourism, the Town of Butte Falls has developed a scenic and educational loop tour off Hwy 62.

E. EARLY HISTORY OF BUTTE FALLS
(Adapted from Butte Falls Comprehensive Plan)

The earliest inhabitants of the Butte Falls area were Indians. Hunters and trappers trickled in from settlements in the Rogue and Bear Creek Valleys, and by the 1850's the main trail from Jacksonville to Fort Klamath led through the Butte Falls area via Rancheria. In April, 1856, Indians killed five men of the Eli Ledford party at Rancheria. Increasing settlers came to the upper reaches of Big Butte Creek during the 1860's hunting, trapping and establishing camps to cut sugar pine shakes, cedar posts and cord wood for sale in the valley. Roads were seasonal and hauling was by ox or horse teams. The town cemetery received its first resident in 1868.

The 1880's to the 1920's marked the era of homesteading. Cattle ranches and some sawmills (Daley and Sons) were established in the 1880's. In the early 1900's a post office was opened in Butte Falls. Dewings Company of Read City, Michigan, acquired timber in the area of the falls on Big Butte Creek in 1901, and in 1906 erected a small sawmill by the falls, using water power to run the mill. In 1907 the mill sawed out large timbers and built a larger mill on the site. This company became known as the Butte Falls Sugar Pine Lumber Company. Bert Harris, the first boss of this company, platted the Town in 1905, and it was dedicated on January 22, 1906, and accepted by Jackson County Recorder.

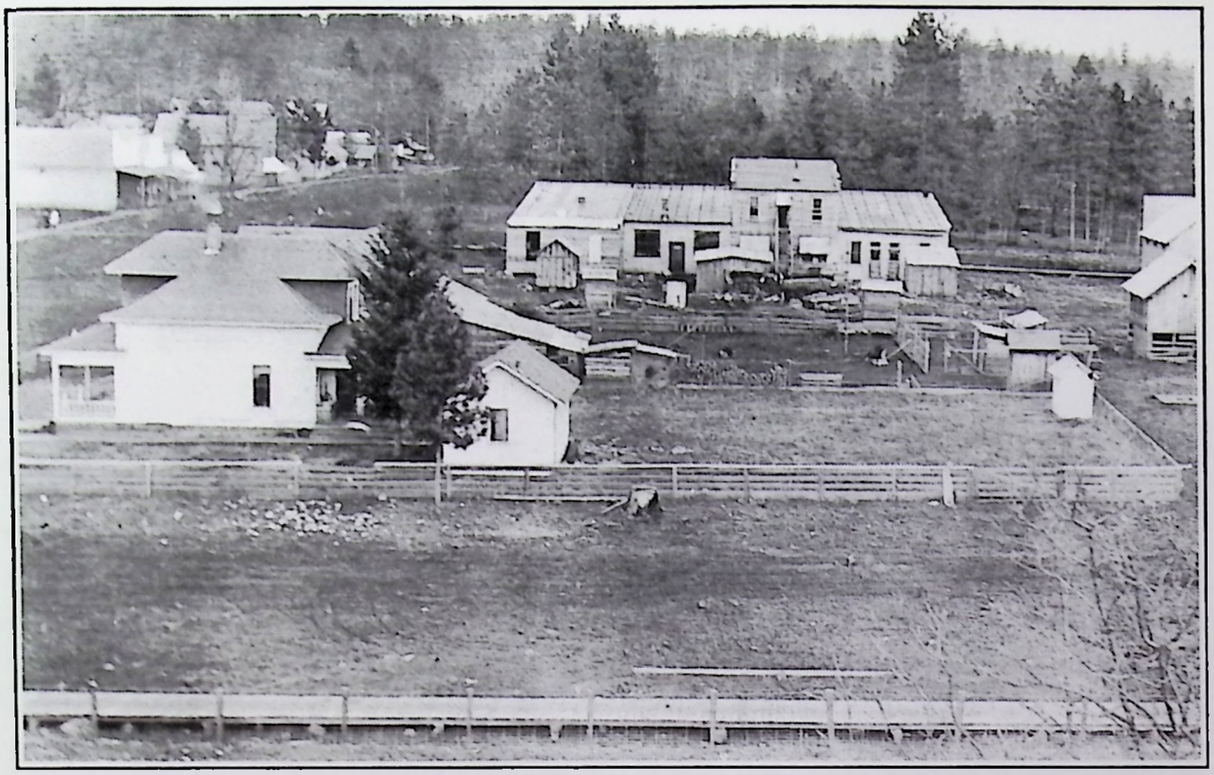
In 1905, railroad construction began that would connect Butte Falls with Medford. After six and one-half (6-1/2) years of construction, the first train arrived in Butte Falls on November 15, 1910, and the era of train service began. Tourists and dignitaries arrived on Pacific and Eastern's first excursion train on April 4, 1911. While passenger and freight service continued for many years, the chief benefit of the railroad was the opening up of the timbered areas east of Butte Falls and the transportation of logs to the mills in Medford. The loaded flat cars were hauled up the fish hatchery hill in two sections. They chugged by the grade school interrupting many a lesson.

The local population exploded as jobs opened up in the forest, mills, the railroad, and as homesteaders moved into the area. A school was started in 1904, and was conducted in the old "Brown Church" for four years until the first school building was built in 1908. This school provided education for all local students for grades one through twelve. Determining the need for self government in August, 1911, local citizens voted to incorporate and the Town of Butte Falls, Inc. began. Also during these years, the Town was given a water right on Ginger Creek Spring, and shortly thereafter a water system was installed for the Town. Wire-wrapped wooden pipes carried pure spring water to residences from the reservoir on Red Hill.

To ensure that the community remain a proper place to raise children, the Town Council passed ordinance number 5 in 1912. Ordinance number 5 prohibits bawdy houses within the Town limits. By the time the Town was incorporated, it already had a school, general store, post office, bank, hardware store, and a half dozen homes. Two resort hotels were built between 1908 and 1915. Early Town officials anticipated rapid growth, but it never materialized. The area had an abundance of tall timber, but these officials could not foresee the modes of transportation that were to follow. As log trucks eventually replaced the train, it was more economical to ship the logs to Medford. Instead of becoming a huge sawmill center, Butte Falls became an area of timber fallers and log haulers.

In 1915, the State of Oregon established a fish hatchery less than a mile east of Town on what is now Fish Lake Road. In the 1930's the federal government built another fish hatchery adjacent to the state complex and used the same water sources as the state hatchery. After Roosevelt was elected President, the federal hatchery was closed and the personnel moved to Washington. Shortly thereafter the state took over the local facility and dismantled its own buildings and has continued to expand its operations, working cooperatively with the Cole Rivers Hatchery on the Rogue River.

Because of a desire for reading material for Town citizens, arrangements were made with the county library in 1918 to house library books in private homes with the assistance of volunteer librarians. Two years later, in 1920, a county branch library was established.




WHEELER-OSASPIAN
FANCY AND STAPLE
GROCERIES

The 1920's was an era of logging camps, with bunk shacks and mess halls mounted on rail trucks to serve the woods crews. Butte Falls was becoming somewhat of a company town with several blocks of rough-lumber houses built in several parts of the Town. The woods crews came to Town on the log train for amusement and relaxation.

In 1918, the Butte Falls Sugar Pine Lumber Company was sold to Brownlee and Olds Company. This firm closed the mill and shipped its logs to Medford via railroad. Butte Falls thus became the supplier for Medford lumber mills. In 1925, Brownlee and Olds sold its timber holdings to Owen-Oregon Lumber Company, forerunner to the Medford Corporation. At the present, the Medite Corporation continues to own large timber holdings surrounding the Town of Butte Falls.

In 1926, the Town experienced a development boom. The area population grew rapidly as the demand for timber created local jobs. At the same time, the City of Medford constructed a water pipeline through the southern part of the Town to provide Medford with water from the Big Butte Springs five miles southeast of Butte Falls. Also in 1926, a new high school was built and occupied in 1927. About this time period, the Eagle Point Irrigation District installed an intake at the falls on Big Butte Creek and built irrigation ditches in the area. Housing was scarce and the roads were unpaved. Students were bused into the new high school from as far as Shady Cove and Trail. There were even some boarding students from neighboring communities. Two years earlier, in 1925, the Butte Falls Highway had been graded, graveled and widened to the Crater Lake Highway for year-round access to valley markets.

The 1930's was an era of competition between the railroad and log trucks. Logs were shipped to Medford by both modes - eventually the railroad lost and the last log train ran in 1959. During Oregon's Centennial (1959), the train made its last run carrying dignitaries and costumed pioneer womenfolk in the caboose. At Derby "bandits" on horseback held up the train. Afterward, passengers got off the train and ate a picnic lunch before going on to Medford. Eventually, the rails were pulled up and only the old grades remain to identify where the trains used to run.

During the 1930's, the U.S. Forest Service developed an office complex in the Town to administer operations of the Rogue River National Forest. Civilian Conservation Corps units were established at Camp 2 (east of Town) and men from the camp built headquarters for the Forest Service ranger district office and three dwellings. Over time, the district ranger facilities have expanded with major additions in the 1970's (more office space and several additional dwellings).

The 1940's brought World War II and the need for large numbers of personnel. The Town population growth slowed, logging activities slowed, and Butte Falls settled down into a very slow growth period, extending intoothe 1980's. From 1940 to 1950 the Town population increased by only 33 people, from 339 population in 1940 to 372 population in 1950.

Construction on the Willow Lake Dam was initiated in 1950. Willow Lake was filled with water in 1953. While Butte Falls was experiencing very modest growth (with actual decline in the 1960's), the City of Medford and the Bear Creek Valley were experiencing considerable population growth. To meet the water needs of the growing valley population, the City of Medford in 1954 built a second water pipeline from the Big Butte Springs to Medford.


ROOM

The Town population in 1960 was 384 persons. In 1966, a new post office was built, and in 1968, a new grade school replaced the old school built in 1908. In 1971, the Town celebrated its sixtieth birthday and, in the same year, Jackson County created a number of planning districts and citizen advisory committees to assist the county in determining future land use activities in their respective districts. Butte Falls was the center of one of the districts and benefited from these planning efforts. From 1950 to 1980, the Town population increased by only another 56 persons to 428 population in 1980.

In response to high unemployment and a depressed local economy in the 1980's brought about by a declining timber industry, Butte Falls prepared a Strategic Plan to examine an alternative economic base for the community. As a consequence, the Town is pursing a number of individual initiatives to revitalize the local economy and improve the quality of life and the built environment of the town.

II. TOWN SQUARE MASTER PLAN

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A. SETTING AND ANALYSIS

The Town of Butte Falls was carved out of the pine forest above the falls of Big Butte Creek. The original plat of the town reveals a grid of streets and avenues that create 20 city blocks. The blocks are 300 feet square with a street grid right of way of 80 feet. The city blocks are further subdivided by 20 foot alleys. Platted lot widths are 50 feet wide for residential lots and 25 feet for commercial. Near the heart of the town is an entire block dedicated to the city park which is surrounded by commercial lots thereby creating the town square.

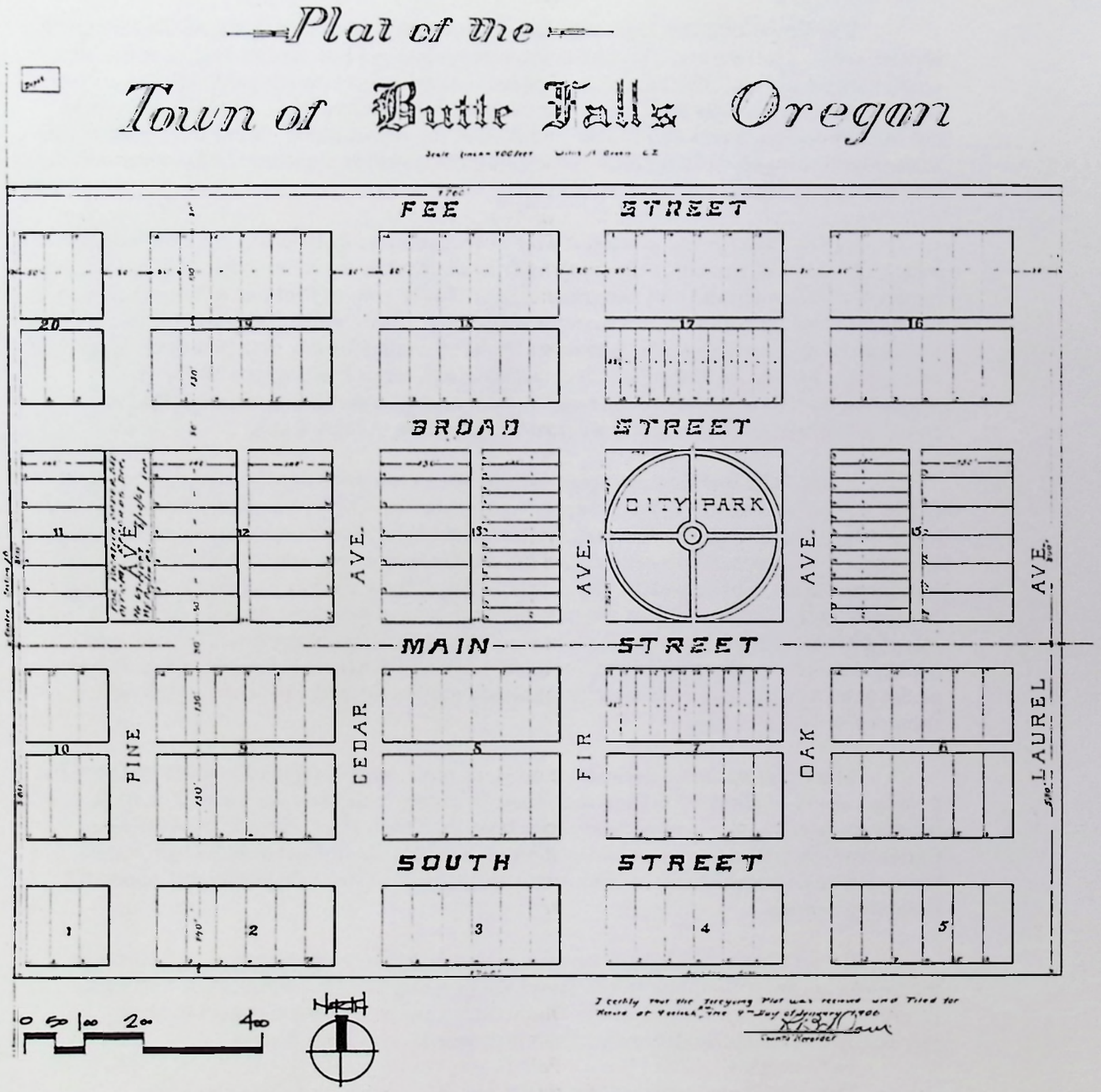
Today, true to the platted vision of its founder, Butte Falls remains largely intact. Because of its remote location and its small size, the town has been spared the ravages of urban sprawl and commercial strip development that has compromised so many other small communities across the country. Butte Falls, like many of our small towns and larger urban areas, is characterized by visual clutter and lack of design focus and unity. However, Butte Falls has incredible potential and opportunity to revitalize its business district through public and private improvements that are coordinated and unified around a central, organizing design theme.

Butte Falls has two points of arrival at the northwest and southeast corners. Upon arrival by vehicle from either direction, the traveler encounters the focal point of the town, the city park. The park is dominated by a mixture of mature deciduous and coniferous trees. As an open space the park is made larger by the adjoining recreation field. The recreation field is contained by a six foot tall chain-link fence. The park is the focal point for Butte Falls' annual special event, the Forest Jubilee along with the 4th of July Celectration, Cycle Oregon, numerous sports events, and community-civic gatherings. The park has potential for improving the programming of the Forest Jubilee as well as other possible events or activities that might be considered in the future.

The open space of the combined park-recreation field is physically defined by a wide variety or mixture of land uses thereby creating the town square. The most dominant edges to the town square is the business block along Broad Street between Cedar and Oak Streets and the school complex at the south end along South Street. Main Street has been vacated from the original plat to provide additional space for recreation fields.

Broad Street and Laurel Avenue is the primary traffic route to and through the town square. Two major intersections occur along Broad at Fir Avenue and Oak Avenue. These intersections establish gateways for most travelers and further physically define the importance of the business block along Broad.

The mixture of uses defining and creating the town square range from commercial-retail, lodging, educational, civic, religious, and residential. Uses range from older structures to new construction, from manicured and maintained to cluttered and unmaintained.



PLAT MAP

BUTTE FALLS TOWN SQUARE

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Streets surrounding the town square are all two-way vehicular movement with 90 degree or perpendicular parking generally. Informal parking on the northern edge of the park is shared by cars, logging trucks, pick-ups with horse trailers, and RV's. Some streets bordering the square have curbs and sidewalks while others do not. Parking pattern on streets is inconsistent and sidewalk sizes are not uniform.

A dominant or pervasive building style or form does not exist within the limits of the town square. A central organizing and unifying design theme does not exist to draw upon. Remnants of early history are represented in a few key buildings such as the boarding house, the tavern, and the grocery store. Early buildings in the business district were characteristically simple pitched roof with false store front, typical for many emerging western townsites of this era. Many had features such as awnings for weather protection and sun control. This condition is represented by the historic boarding house facade along Fir Street. The tavern structure maintained the false store front facade until it was remodeled to reflect a pitched roof with a gable end. Existing buildings are generally single story construction with a few two story. Building materials and colors are wide ranging, from stained wood siding to painted brick, concrete, or plaster.

A new library and train caboose complex are excellent additions to the town square precinct. The location and treatment of the complex acts as an anchor to the southwest corner of the town square.

Signs within Butte Falls are typical of many communities. Business identification signs contribute to the visual clutter of the town square due to improper placement and inappropriate size, type-face, color, and material. Visitor orientation and information signs to points of interest or resources in town or the area are undeveloped. The entry or welcoming sign to Butte Falls and signs at the library are good examples of effective signing. Again, because of its size Butte Falls is positioned to effectively manage the signage program as an element of the revitalization program of the town square.

Landscape of the town square does not follow any particular concept. The park contains large native trees and lawn. Existing deciduous trees have been severely pruned over the years, but provide excellent shade during summer months. The spacing of trees in the park is random without attention to organization, pattern, or spacing. Recent development of public and private projects are well-intentioned and well-executed individual projects unto themselves, but are unrelated to one another in planting design and plant selection.

B. MASTER PLAN DESIGN CONCEPT

The image of historic Butte Falls, as with other historic townsites, was shaped by its regional setting, principally by the local climate and available resources. The image of a particular place was largely shaped by climatic forces such as sun, rainfall, snow, or winds and the availability of local natural building materials such as wood, stone, or clay. The response to the environmental forces of a particular region and the use of local native building materials gave rise to a regional architectural tradition and associated image. For Butte Falls, early architecture relied on the plentiful supply of milled lumber from the local forests. Review of early

buildings in Butte Falls reveals wood framed construction with a variety of wood siding. Roof forms were predominantly steeply pitched and shingled. Commercial buildings followed the commonplace treatment utilizing a false or storefront facade that conveyed an image of substance and success, and that often reflected styles and materials of larger urbanized cities. The false storefront facades of western America were commonplace for early townsites wishing to establish themselves as established, successful, and sound communities.

For Butte Falls, the master plan concept and image draws upon the regional architectural heritage of the early townsite and the initial planning layout for the community, but most importantly its heritage as a logging community. This is best understood from historic photographs of the town and the remnants of that tradition in the few remaining commercial buildings surrounding the park. The image or theme should respect the historic character of earlier architecture, but not mimic or reproduce an image that was appropriate for an earlier period. Future improvements should be authentic to contemporary times, but tap into past traditions with regard to building mass, scale, and materials.

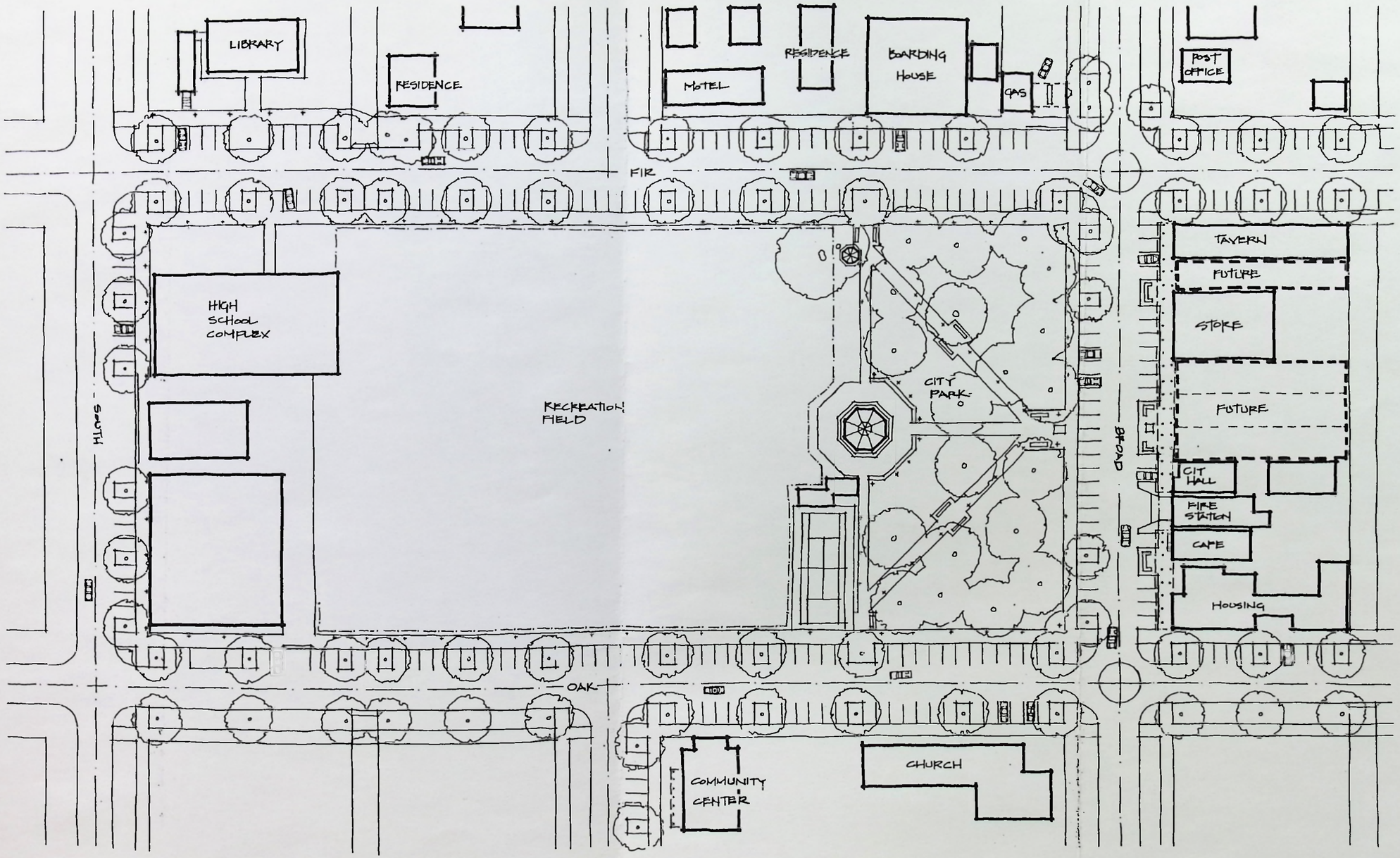
The master plan concept relies on physical improvements in both the public and private sectors for it to succeed. By themselves, the public or private sectors will have difficulty in achieving a visually appealing and vital town square. The plan calls for a cooperative partnership between public entities and private businesses and property owners.

The town square master plan concept mandates strengthening the existing functions or land uses and removing, in time, some uses that are incompatible with the concept. The focus of the town square is the city park and the associated open space of the recreation fields.

1. Public Improvements

Public improvements are crucial keys to the commercial revitalization of Butte Falls and the successful implementation of the master plan. These improvements are essential to strengthen the economy of the town, to create an enhanced and more attractive environment, and to improve the function of the business district. The following subjects have been identified as public improvement elements of the town square master plan:

a. Streets: Four streets physically define the town square planning area, specifically Fir, South, Oak, and Broad. Of the four, Broad Street remains the most important with regard to vehicular circulation and visual environment. The master plan identifies the need for future street paving and parking. Given the generous 80 foot street right-of-way, a number of on-street parking options are possible. The master plan recommendation is to consider 90 degree or right angle parking for the town square streets. This arrangement provides optimum flexibility of movement and parking compared to angled parking. Parking layout should accommodate larger vehicles such as log trucks or pick-ups with horse trailers on special occasions. On-street parking should be broken-up or interspersed with street tree plantings.



SITE PLAN

BUTTE FALLS TOWN SQUARE

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JULY 1996

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b. Sidewalks and curbs: All four streets of the town square should install curbs and sidewalks. Sidewalks should all be concrete and consistent in width within the block, especially if public improvements occur over time in a phased manner. Sidewalks and curbs in commercial areas should be designed to be integral and act as a wheel stop or bumper for vehicles.

c. Lighting: Lighting for the streets and park should be provided to improve pedestrian movement, to improve the visual environment, and to enhance safety and security within the town square area. Light poles or standards should be in the range of 12-15 feet tall and spaced appropriately to enhance pedestrian environment. Light standards are manufactured in a number of styles that are "historic" in appearance. Many of these are appropriate for Butte Falls.

d. City Park: The city park is the focal point for the town square and should be improved as a critical element of the public improvement program. Pedestrian movement through the park can be improved and encouraged through the addition of paved walks as indicated in the master plan drawings. Consideration should be given to retaining an arborist to examine the health, pruning, and quantity of the existing trees in the park. Introducing additional evergreen trees should be discouraged to ensure maximum winter sun exposure and coverage in the park.

A bandstand structure with an associated small plaza is recommended as a central design feature in the park. This is sited within the park at the intersection of the east-west and north-south walkways. The bandstand is a traditional park fixture that would be useful for a variety of formal and informal functions during the year. Benches should be provided as permanent spectator seating. Additional, over-flow seating can occur in the park lawn areas. The park site slopes gently toward the bandstand, thereby acting as an outdoor amphitheater.

The recreation field should remain as an essential element. The recreation field is heavily used for a variety of organized and unstructured sports activities. It is an important activity space that draws participants and spectators to the town square, thereby enhancing the vitality of this area of the community.

In the future, consideration should be given to replacing the chainlink fence with a more visually appealing metal fence. The visual environment would be greatly improved as part of the overall public improvement program. It is important that maximum visibility be ensured regardless of the type of fencing materials used. Maximum visibility through the fence is critical for visual surveillance and security.

The existing restroom building should be maintained as a necessary element of the park. As funds are available, the tennis court and fencing should be rehabilitated.

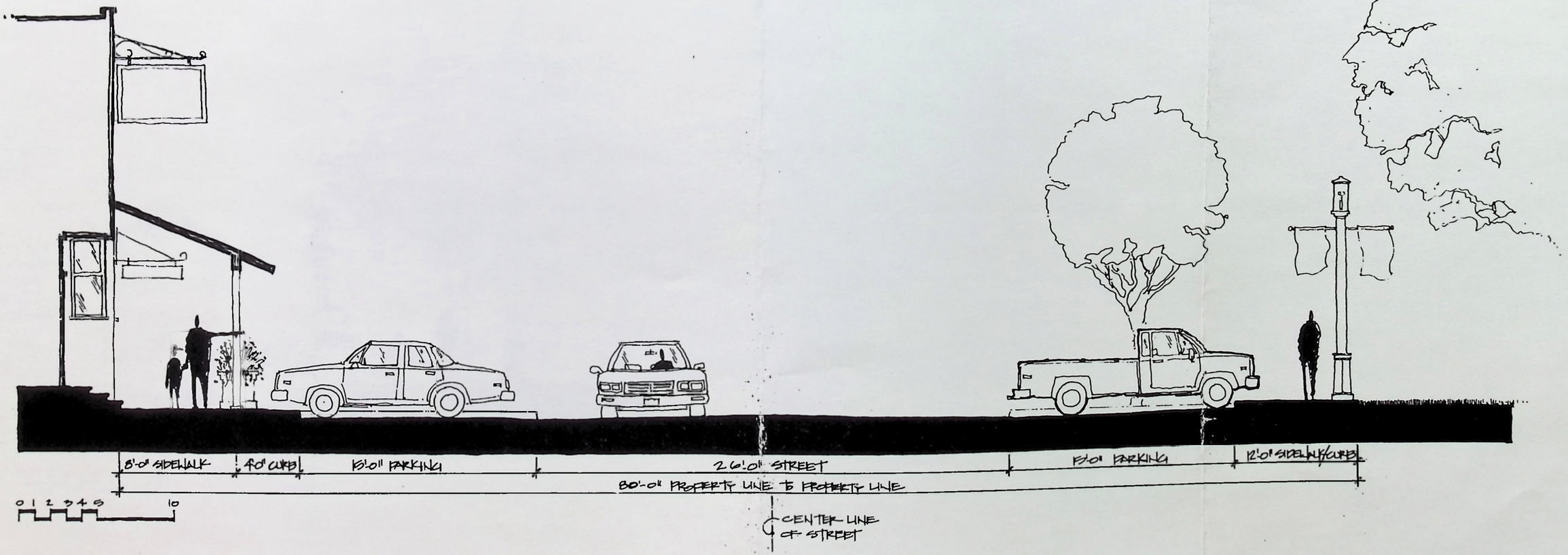
e. Street Trees and Plantings: Provision should be made for street trees and plants within the parking zones of the town square streets. Planting beds should be allocated at appropriate intervals for street trees. The tree planting beds should be at street level and contained within the same curb detail used for streets and sidewalk conditions. The planting beds can either be planted with maintenance free ground cover plants or contained with tree gratings. Tree specimens should be colorful, non-fruiting ornamental to provide accent and contrast to the abundance of native deciduous and coniferous trees in the community. It is recommended using medium-sized deciduous trees such as flowering cherry or flowering plum. The trees should all be one species to ensure a sense of unity and order to the town square design. If more variety is desired, then each street could have trees of one species. However, it is important to simplify the street tree planting concept and maintenance program by keeping the number of tree species to a minimum.

Street trees should not planted along Broad Street between Firr and Oak. The significance and impact of the businesses along this side of the street should be emphasized. Shade from trees is not required due to store awnings for each business. Instead, provisions should be made for planters and benches to create opportunities for shoppers to sit. Plantings can be seasonal and/or perennial, but are intended to provide color and foliage seasonally or throughout the year. Plantings can be designed for a changing range of flowers throughout the growing season.

f. Street Furniture: Uniformity of design is critical for street furnishings to provide a measure of design unity and consistency. Purchasing and replacement of individual items is also simplified.

Benches are important street furnishings for any urban setting. In the town square it is critical to provide sitting opportunities for any occasion, whether for a few minutes or for extended periods. Seating arrangements and locations should encourage shoppers and visitors to enjoy the town square environment. The master plan indicates possible seating locations and configurations which occur at walkway intersections or at reasonable intervals along the walk. Benches should provide variety in seating conditions, both in the sun and in the shade. Benches should be made of wood for comfort and should have backrests.

Trash receptacles should also be provided in sufficient number and at strategic locations to minimize littering. It is preferable that the trash receptacles be durable and heavy or anchored in some fashion to prevent removal or damage. Again, receptacles should be one type or design.



TYPICAL STREET SECTION

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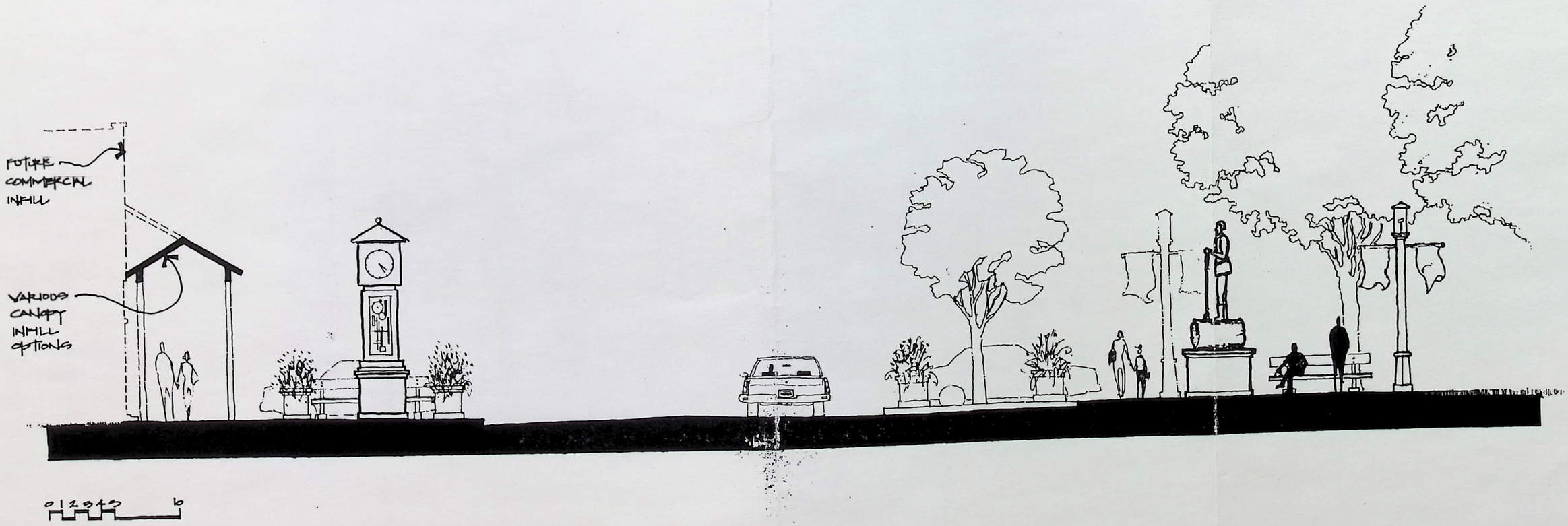

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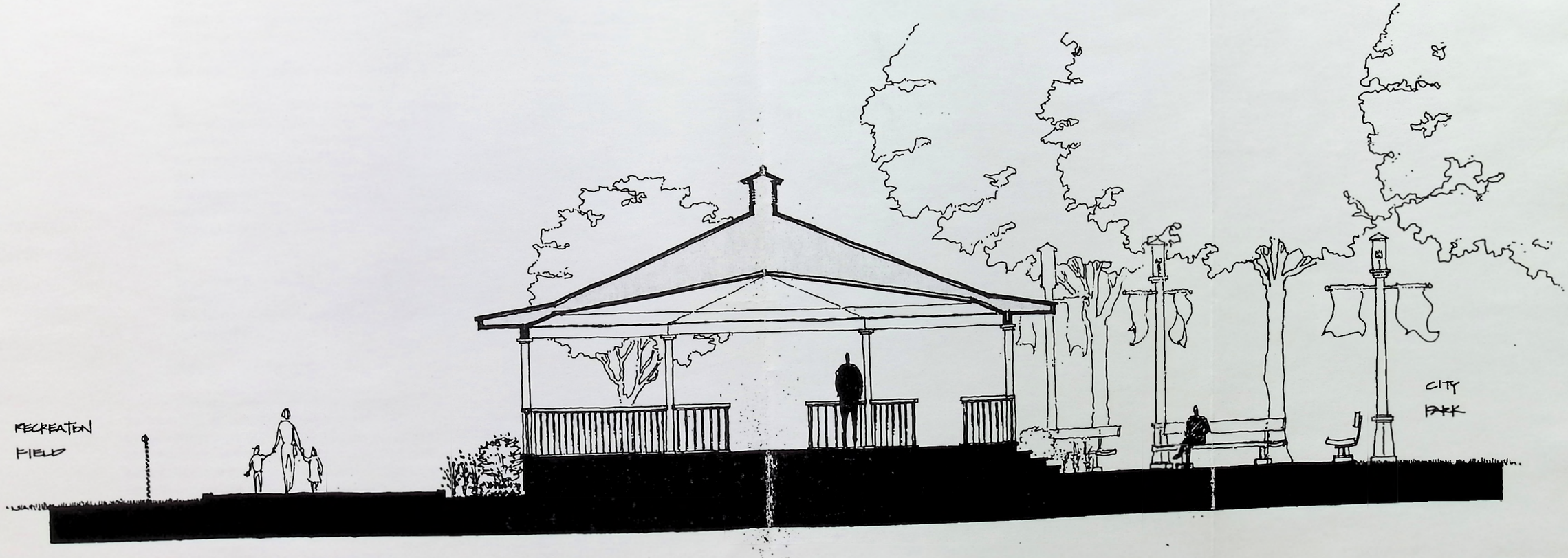

CITY PARK BANDSTAND SECTION

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The master plan identified a street focal element such as a clock tower along Broad Street. Such street furnishings add to the richness and diversity of a business area or district, aside from its functional nature. It is also recommended that the existing wooden statue of the logger be given more significance by placing it opposite the proposed clock tower and elevated on a new pedestal. The statue should be highlighted at night with access lighting to further add to the nighttime ambiance of Broad Street.

g. Utilities: Most utilities in urban areas are not apparent since they are located below ground. Visually, power systems are the most troublesome due to their potential for creating visual clutter. In the town square area this is not a major problem and should not be given much concern. It is important to ensure adequately functioning underground systems such as storm water sewers. Streets must drain rainwater and snowmelt to roadside curbs and to storm drains in sufficient number and location.

h. Directional Signs: Visitors arriving to the town square should be provided with adequate information to the town's attractions and services. A system of directional signage should be designed and positioned to orient travelers to specific destinations in the community.

2. Private Improvements

Private improvements are also critical in the public-private sector partnership. In concert with the public improvements, private or business improvements are important ingredients in any successful economic revitalization effort. Hand in hand with a public improvements program, the private section is positioned to achieve results that provide a positive contribution to the town square environment. The following categories address the necessary elements of the private sector improvement program of the master plan for revitalizing the town square district:

a. Functions: The functions or uses of the town square presently range from commercial to residential. The existing condition represents a mixed-use environment which creates a positive vitality around the town square. Residential uses along Cedar and Oak Streets should be either phased out or converted to in-home businesses in the long term. The high school complex provides an important dimension to the environment of the town square and should be considered an appropriate public use. In the event that future growth or other circumstances create a need for a new high school or the high school becomes vacated, the existing school complex should be analyzed for appropriate and compatible business or government functions to occupy the existing buildings.

The most cohesive and dominant functional area is the business block along the north side of Broad Street. The business and governmental uses in this block should be reinforced by attracting and

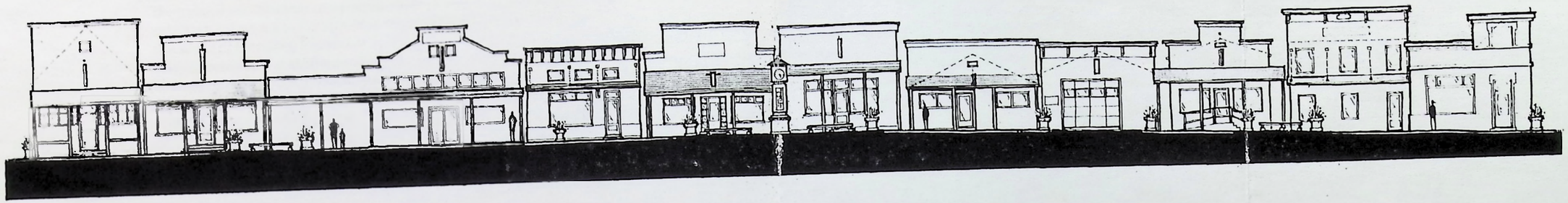
accommodating future infill commercial buildings to ultimately complete and unify the entire streetscape.

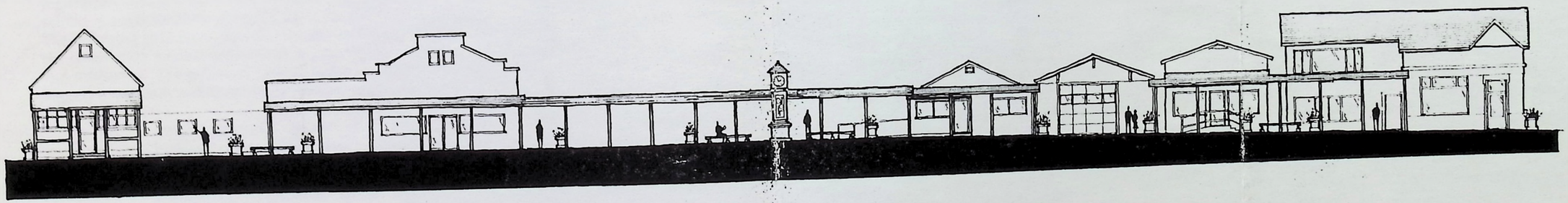
b. Building Streetfronts: The business block, because of its prominent location within the town square and frontage on the main street of the community, should be unified by compatible storefront design. A strongly unified and coordinated streetscape of business storefronts would provide important counterpoint to the open space of the park across the street. The design guidelines below provide recommendations for future improvements. Consideration should be given to developing strategies for restoring some of the historic structures to their original state, such a restored facade on the tavern and the general store.

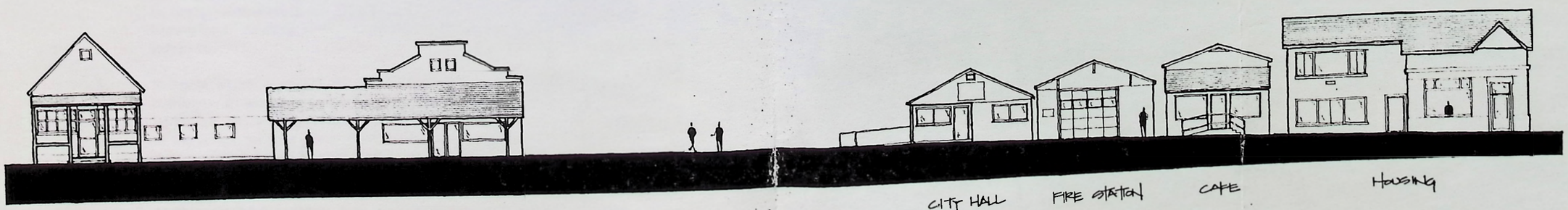
c. Sidewalk Coverings: Awnings are important urban design elements that have been used for centuries for a variety of purposes. Awnings are an amenity that contributes to a positive experience for people using the business district. Awnings not only provide weather protection for pedestrians during inclement periods, but have traditionally been used to protect displayed merchandise from exposure to sunlight and subsequent fading or degradation. Awning are traditionally erected on the north side of streets on south facing store fronts. In areas with high rainfall, awnings are often provided along storefronts regardless of orientation of the street.

The town square master plan recommends providing awnings along the entire length of Broad Street buildings. The standard or style for awning design exists already on two historic buildings, the Butte Falls Tavern and the Butte Falls Boarding House. Both buildings have simple, post-supported awnings. The width of the sidewalk along the north side of Broad Street is sized to accommodate the awning posts and parked cars. The only exception would be the fire station which cannot accommodate an awning because of the height of the fire station doors. The existing awning on the general store should be removed and the owners assisted in funding for construction of a new awning.

d. Signs: Informational and identification signs are essential elements of any business district. Signs are the single most significant element in any downtown revitalization program. They are also the least expensive to implement. Signs also have the most impact on the visual environment which can be either cluttered and chaotic or controlled and informational. Communities that have successfully revitalized their downtowns or main streets have established and implemented sign regulations and standards that contribute positively to an attractive, visual streetscape. For Butte Falls, signs should be oriented to the pedestrian and to the slow moving vehicle. Tall signs or pylon mounted signs are inappropriate and fail to recognize the context of the town square of Butte Falls. The design guidelines provide suggestions for managing the design of future signage.







BROAD STREET PHASED IMPROVEMENTS

BOTTE FALLS TOWN SQUARE

MASTER PLAN & DESIGN GUIDELINES

JULY 1996

SMH ARCHITECTURE, P.C.

e. Color: Color of buildings in the town square should enhance the overall visual environment for visitors and residents. In using or selecting colors for buildings, it is important to be a good neighbor in the sense of blending instead of competing. Fitting into the town square setting benefits the entire community as well as the individual business owner. Color can be used as a unifying element for the overall town square. However, it is not necessary for all buildings to be one color. This circumstance often leads to monotony and banality. A range of color within an accepted palette will result in a downtown with vitality and visual cohesiveness.

C. MASTER PLAN DESIGN GUIDELINES

Design guidelines are provided for the purpose of providing a design framework for future renovation or new construction. Guidelines are not mandated regulations or directives, but are fundamentally suggested or recommended courses of action. A majority of the guidelines pertain to the business block along Broad Street. The following guidelines are given as simple design recommendations that will lead the community toward achieving a revitalized downtown that is active, attractive, and functional. The guidelines are intended to respect Butte Falls' heritage as a logging community and its ties to the surrounding mountains and forests.

1. Height: The most critical section of the town square with regard to building height is the business block along Broad. Building height in this street frontage should be not exceed two stories in height. Future storefront facades should attempt to achieve a similar or approximate building height along the street to the existing tavern or general store.

2. Width: The lot width of the platted blocks of the town square area should be respected. The 25-foot lot width along Broad as indicated in the original plat provides an important planning module that should be respected and retained. Future infill construction or renovation and expansion of existing structures along Broad should reflect the 25-foot interval.

3. Setback: Setbacks within the town square planning limit should comply with zoning regulations. New buildings on Broad Street should be built to the south property line and abut the sidewalk in the manner of the tavern and the grocery store. Buildings setback from the property line should be prohibited since they would weaken the design continuity of the main street character of Broad.

4. Horizontal Relationships: New and renovation construction should reflect the two story nature of some structures along Broad. Future construction should address the historic nature of the earlier buildings and their false storefront facades.

5. Roof Form: The predominant roof form is the pitched, gable end roof condition. Within all areas of the town square planning area, pitched gable end roofs should be constructed, with the exception along Broad.

For businesses on Broad Street, the pitched roof should be concealed behind the storefront facade in a manner similar to historic structures.

6. Materials & Surfaces: In an attempt to achieve a measure of design unity and harmony within the town square, exterior building siding should be wood boards or shingles. Brick, concrete block, or stucco should not be used for exterior wall surfaces. Roof materials can be wood shingles or metal panels similar to the new library or community center.

7. Color: Building colors should be compatible within the overall district. Bright or "neon" colors should be avoided or discouraged. Color selection for wood siding should be natural appearing or muted earth tones.

8. Sidewalk Coverings: Awning coverings on Broad Street should be simple construction, either post-supported or building-supported. Materials should be flat sheet metal, wood shingle, or lastly fabric. Fabric is least desirable, due to lack of durability and visual substance. Historic precedent can provide appropriate design and construction detail.

9. Signs: Signs can be flush or surface mounted, hanging, and in store windows. Flush signs are sign boards or individual letters that are mounted on the surface of the building. Hanging signs are suspended in some manner from the wall surface perpendicular to the building. Window signs are purposely directed toward pedestrian traffic. Icon signs are illustrative of the business activity or service and are a unique means of communication. Lighting for signs should be concealed either as indirect lighting or as internal backlighting. Sign lighting should be focused within the limits of the sign and not spill over onto the building. Signs within the town square district should be sized and located primarily for pedestrian traffic and slow moving vehicles. Sign design should be understated and not "scream" for attention. Business owners are encouraged to consider painted wood or metal signs. Hand-painted window signs are also encouraged.

10. Landscape: Landscape planting design should emphasize the use of local or native materials for background and permanent plantings and incorporate flowering species for accent. Exotic species should be discouraged.

11. Sidewalks: Sidewalks should be concrete construction sloped for drainage and textured for traction and safety. Walks can be textured as exposed aggregate, broom finish, or simulated wood plank similar to historic boardwalks. Regardless of the texture selected, the finish should cover as large an extent as possible. The simulated wood plank finish could be considered for the length of the business block of Broad Street as a thematic treatment.

12. Street Furniture: Street furnishings should be selected for comfort, durability, and appearance. A variety of handsome wood benches that are designed for human comfort are available in the market. Trash receptacles should be placed at strategic locations to encourage disposal of litter. Receptacles should be compatible with the design of the benches, but not necessarily of the same material.

13. Public Art: Selection and placement of public art should be reviewed for appropriateness and desirability. Donated artworks can often create unwanted consequences. Not all art is appropriate for public spaces. Do not hesitate to refuse donated artworks.

III. IMPLEMENTATION

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A. BUTTE FALLS DOWNTOWN ASSOCIATION

A coalition of interested stakeholders should be identified and assembled as the Butte Falls Downtown Association for the purpose of implementing and monitoring the master plan and design guidelines. The downtown association should be composed of business owners in the town square district, selected representatives from city government and federal agencies, and interested individuals from the region.

The downtown association should organize itself into a structure that will ensure its perpetuation and longevity, and establish a mission statement, goals, and governing procedures.

B. DESIGN REVIEW PROCESS

It is recommended that the town square master plan be reviewed and adopted by the city council as a guiding document for future physical improvements and be included among its existing regulatory documents.

To fairly administer the master plan and guidelines, the Butte Falls Downtown Association should be created and organized as a design review board and recognized by the city government for the purpose of reviewing and acting upon all development improvement proposals in accordance with this master plan and guidelines. All new development, remodeling, alterations, additions, and demolitions within the town square area will be submitted to and approved by the association/board before passing on to the City Council for final approval.

Design Review Procedure: The review procedures for project submittals should consider the unique requirements of the town square district. Following the proper procedures will prevent delays or inconveniences in the execution of the master plan. The review procedures evaluate the proposed development taking into account the master plan concept and the design guidelines, the available information on the proposed improvement/development and the best interests of the Town and the Owner.

The review procedures cover both the specific conformance to technical and engineering standards and the subjective design elements such as architectural style, site design, or landscaping.

The design review procedures for the town square are outlined as follows:

1. Pre-design Conference
2. Preliminary Plan Review
3. Final Plan Review
4. City Building Permit Review
5. Construction Review

Each of these steps is discussed below:

1. Pre-design Conference: All proposed improvement/developments will be presented by the developer/owner at an initial meeting with the association-board. The objective of this meeting is to explore the conceptual design for the project and to clarify mutual design objectives. The characteristics of the particular property in the town square district, the technical issues relating to the district's design and review procedures, and any questions the developer might have can also be discussed.

2. Preliminary Plan Review: The submittals for this phase or step need to clearly define the proposed development and should include, but not be limited to:

    - Dimensioned building plans, sections, and exterior elevations at a scale of 1/8 inch equals one foot, with representation of exterior materials, textures, colors, window patterns, and other details that are necessary to accurately depict the finished building and site.

    - Outline building specifications to indicate the intent for major architectural, structural, mechanical, electrical, utility, and site elements.

    - Site plan at a scale of one inch equals 40 feet, showing the location of the building(s); grading and drainage provisions; layout of drives, walks, paved areas, and other elements which constitute modifications of the existing state of the site; and a landscaping plan. All plans are to be submitted at the same time.

3. Final Plan Review: Submit three sets of working drawings and specifications for the building(s) and site to ensure adherence to the approved design and inclusion of all earlier changes reviewed by the association-board. The final plans should include a detailed site plan, grading plan, and landscape plan. Construction specifications and a construction schedule may be required. A rendering or perspective drawing of the proposed buildings can be required for highly visible or sensitive sites.

4. City Building Permit Review: All submissions will first be submitted to the association-board for approval and then to the city permitting official. All submissions for building permit review shall meet the intent of the master plan and design guidelines, the Town of Butte Falls zoning ordinances, and all applicable city, county, state or federal codes. If city, county, state, or federal requirements conflict with the master plan and guidelines prescribed, the relevant code requirements shall prevail.

5. Construction Review: Changes made to any association-board approved construction plans during the permit review process shall be resubmitted to the board for reapproval. The association-board may conduct inspections of the site during construction to determine conformance with the approved final plans.

IV. APPENDIX

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A. PHOTO CREDITS

Photos included in this Master Plan are credited to the Southern Oregon Historical Society Negative Nos. 2447, 3690, 10307, 10565, 12774, 14375, and 15211.